

Results from Difference in Differences Econometric Study of Fortnite Monetary Spending
Epic Games, Inc. v. Apple Inc., Case No. 4:20-cv-05640-YGR-TSH (N.D. Cal.)
Summary Pursuant to Federal Rule of Evidence 1006

	Percent
Proportion of revenue from iOS-only accounts in the U.S. that shifted to non-iOS platforms	30.7%
Proportion of revenue from iOS-only accounts in the U.S. that shifted to non-iOS platforms, accounting for expected rate of adoption of consoles and personal computers	16.3%
Proportion of iOS revenue that would shift to non-iOS platforms if all iOS revenue from U.S. accounts that used both iOS and non-iOS platforms during the pre-period shifted to non-iOS platforms	45.6%

Source: PX2873 (Epic Player Detail History data produced by Epic Games).

Description: A difference in differences econometric study of data on Fortnite monetary spending was conducted. The findings of this study are reported above. “iOS-only accounts” refer to accounts that only spent money in Fortnite on iOS during the pre-period. The pre-period refers to the 32 weeks between January 2, 2020 and August 12, 2020. The post-period refers to the 10 weeks from August 13, 2020 to October 21, 2020. The expected rate of adoption of consoles and personal computers refers to the adoption of these platforms that would take in place in the absence of any change in availability or quality of the iOS Fortnite app. All figures are rounded to the tenths place.

See Errata to Evans Opening Report and Rebuttal Report; Evans Rebuttal Report Section III.E.3 and Appendix B for additional detail.